

The term defined

Guer•ril•la Ad•ver•tis•ing

noun

Guerrilla advertising is all about achieving conventional goals—such as gaining store traffic, inquiries or sales—with unconventional methods, like investing energy and ingenuity instead of money.

Did you see that?



Businesses using guerrilla marketing rely on their innovative promotions to be spread through viral marketing or word of mouth—thereby reaching a broad audience at a very low cost or for free.

Go bananas, but don't slip up!

When considering guerrilla advertising, follow these rules:

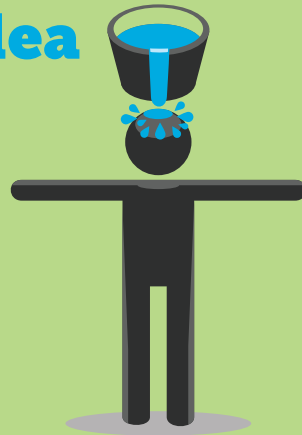
- 1. Define your goals:** Know what you want to accomplish, or it could be you who's surprised!
- 2. Know your audience:** Carefully consider their interests—and their sense of humor.
- 3. Be provocative, not offensive:** It may be a fine line, but you should know where to draw it.

- 4. Keep it brief:** In a nutshell, you never want to let the joke get old.
- 5. Do your research:** You're out to break the rules of advertising, not the law.



Pouring cold water was the hot idea

In 2014, the ALS Ice Bucket Challenge funding campaign went viral on social media in a huge way—raising over \$220 million toward finding a cure for amyotrophic lateral sclerosis. Cool concept!



In the bag?

Groceries or other items—not tea—are in this bag that was designed to make fellow shoppers look twice! (Guerrilla marketers would call it effective, but punsters might label it a “brew ha-ha!”)

